Embracing cultural diversity in the workplace is important for internationally competitive businesses. Read about what we found to be the biggest benefits and most pressing issues.

**Benefits:**
- Diverse cultural perspectives can inspire creativity and drive innovation.
- Local market knowledge and insight makes a business more competitive and profitable.
- Cultural sensitivity, insight, and local knowledge means higher quality, targeted marketing.
- Drawing from a culturally diverse talent pool allows an organization to attract and retain the best talent.
- A diverse skills base allows an organization to offer a broader and more adaptable range of products and services.

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3. Cultural Dimension

Cultural dimensions rationalize the differentiation process by highlighting the core characteristics on which national culture can be compared. These characteristics can be applied across all nation of cultures.

Referring to the book entitled *Intercultural Communication: A Contextual Approach* which was written by James W. Neuliep, he mentioned that Gayle R Avant and Karen Patrick Knutson described Norwegians as possessing both individualistic and collectivistic tendencies. This social manifestation can be seen through Jante’s Law, the unspoken code of behavior which has been thoroughly ingrained in Scandinavian culture for centuries.


To that extent, this book aims to make a purposeful contribution to your managerial metamorphosis, through helping you to become managerially and organizationally worldwise. I shall now introduce you to the context in which your prospective metamorphosis is set, before exploring its worldwise content and, finally, the all-round leadership capability it seeks to develop in you.

With the purpose of spreading cultural diversity to public and private institutions and civil society, there were made the following printings:

1. Printing of 1,000 copies of PhD Guillermo Paz Cárcamo investigation about the life of Kaji’ Imox, principally of Kaqchikel people, during the Spanish invasion.
2. Printing of 1,000 copies of the book “Visions,” from Guillermo Paz Cárcamo about the ancestral Mayan symbolism preserved in the altarpiece of some of the churches in Guatemala.